



FROM STRIP MALL TO SMALL TOWN :

The Incremental Redevelopment of a Parking Lot

My research indicates that the most vibrant historic plazas exhibit Evolution of Place, Civility, and Tophophilia, yet these qualities seem to be absent from many of Atlanta's public spaces. By looking to the Medieval City as a model for urbanization, designers can emphasize pedestrian activity, sensory awareness, and incrementalism in the redevelopment of transit-adjacent greyfields.

INTRODUCTION : SUCCESSFUL PLACES

WHAT IS A “PLACE”?

“Place” is distinctly different than “Space.” As scholar Yi Fu Tuan explains, “Space becomes Place as we get to know it better and endow it with value.” This distinction illustrates that Space is defined primarily by its physical attributes, whereas Place defines a space which has become invested with meaning and value. As David Canter illustrates in his venn-diagram of Place (fig.1), Place is comprised not only of Physical Attributes but also by Activities and Conceptions.

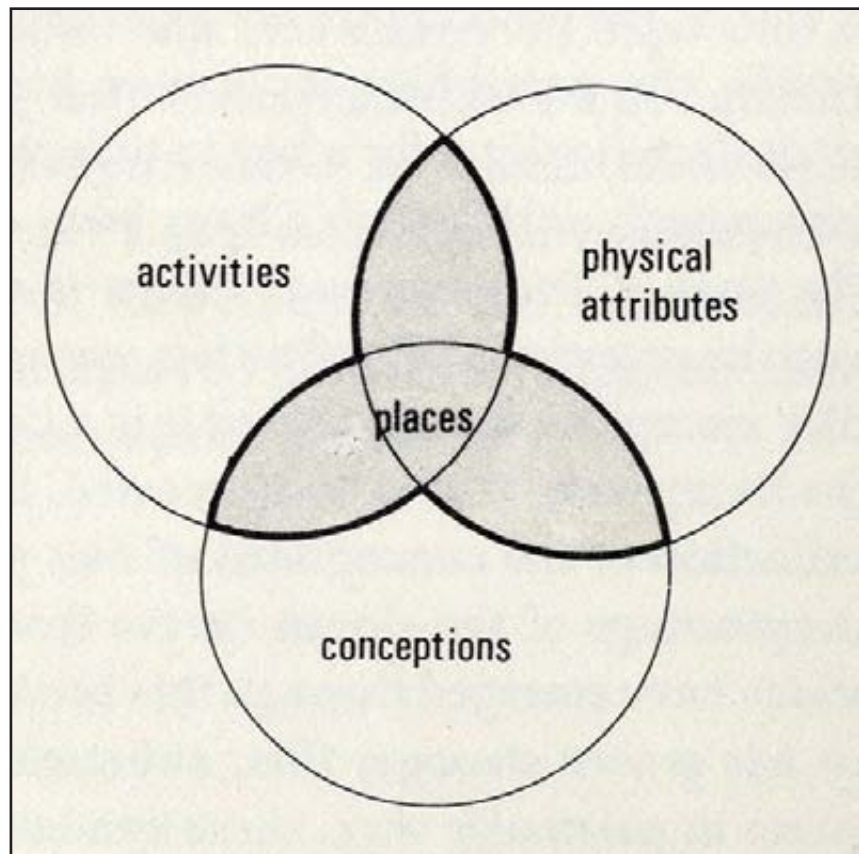


fig 1. David Canter's Venn-Diagram of Place

THE SEARCH FOR SUCCESSFUL PLACES

The derive is “a technique of transient passage through varied ambiances.” (Guy Debord)

“In a derive one or more persons... let themselves be drawn by the attractions of the terrain and the encounters they find there.” (Guy Debord)

In order to better understand the sorts of places which tend to attract me, I decided to study a series of public plazas. In the spirit of the Situationists, I went on “derives” in a number of cities, wandering on foot until I encountered a Place that caught my attention. I then documented that Place over the course of several days (see fig.s 2 and 3) in order to identify and dissect the attributes which I found to be attractive, with a focus on David Canter’s three components of Place : Activities, Physical Attributes, and Conceptions. My primary interest lies in the area of overlap between Physical Attributes and Activities.

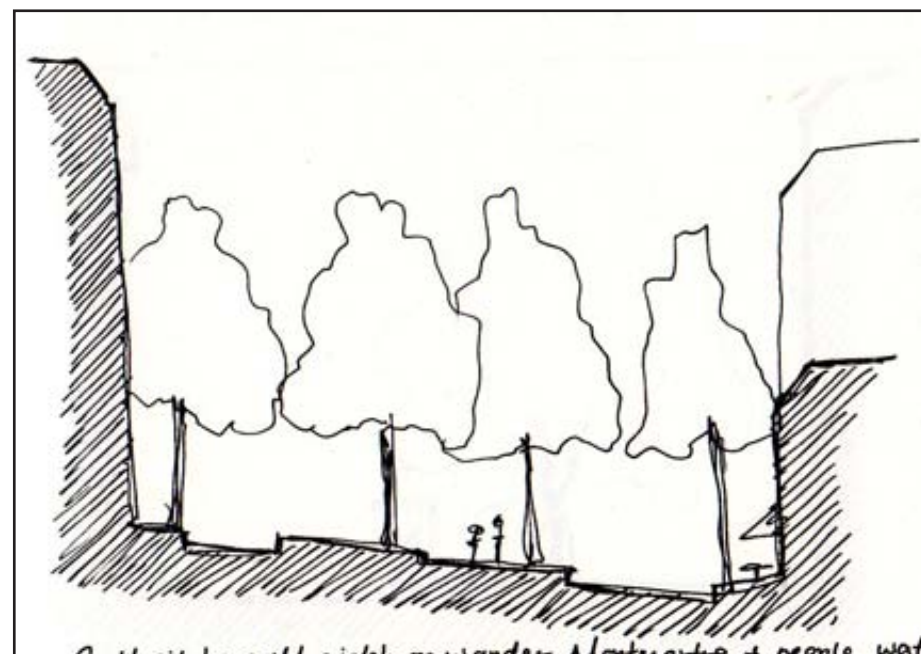


fig 2. Section diagram of a plaza in Paris. Drawn during a derive.

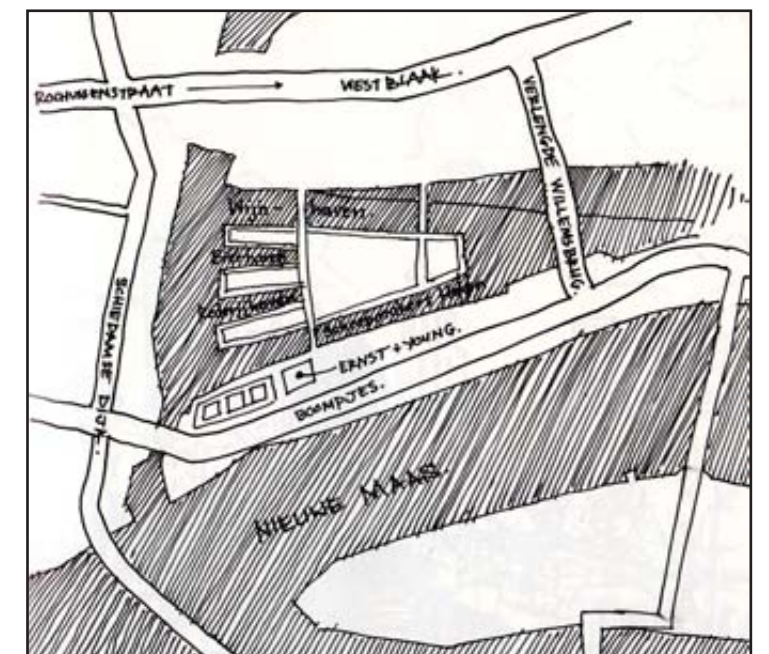


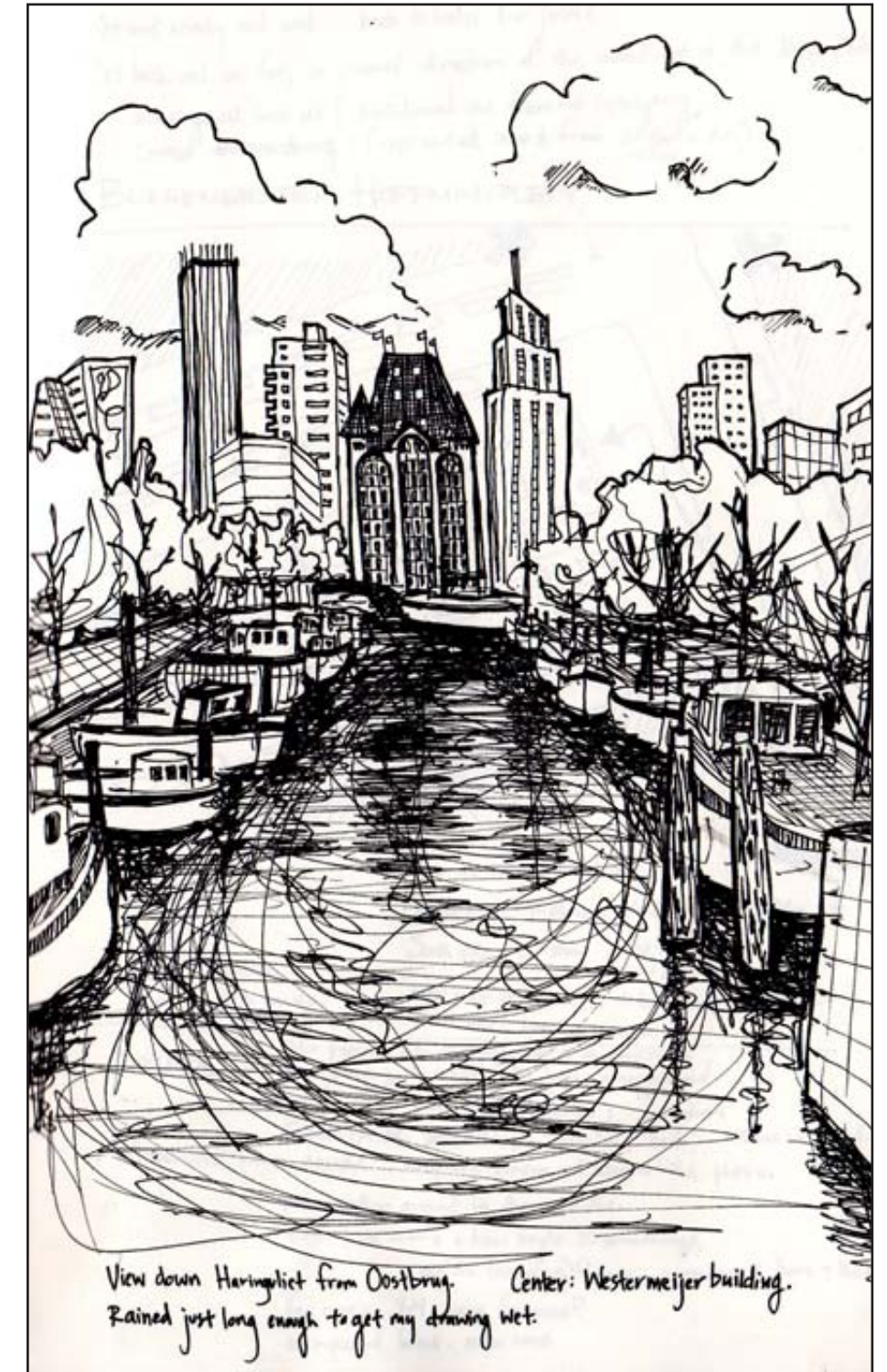
fig 3. Plan diagram of plazas in Rotterdam. Drawn during a derive.

DEFINING SUCCESSFUL PLACES

The results of these Plaza studies told me a number of things. I noticed consistencies in the Physical Attributes of Place (circumambulation, central objects, width similar to height, full canopy of trees overhead, juxtaposition of old and new, consistent sensory stimulation.

I also noticed consistencies with regard to the Activities that took place in these plazas: diverse people, with low-intensity contact. I came to appreciate the places more and more the longer I stayed there. Ritualistic occupation of Place increases attachment to Place.

From these consistencies I abstracted three principles which I believe to be consistent factors of Successful Places : Evolution of Place, Civility, and Topophilia.



figs 4,5,6. Sketches from Plaza Research

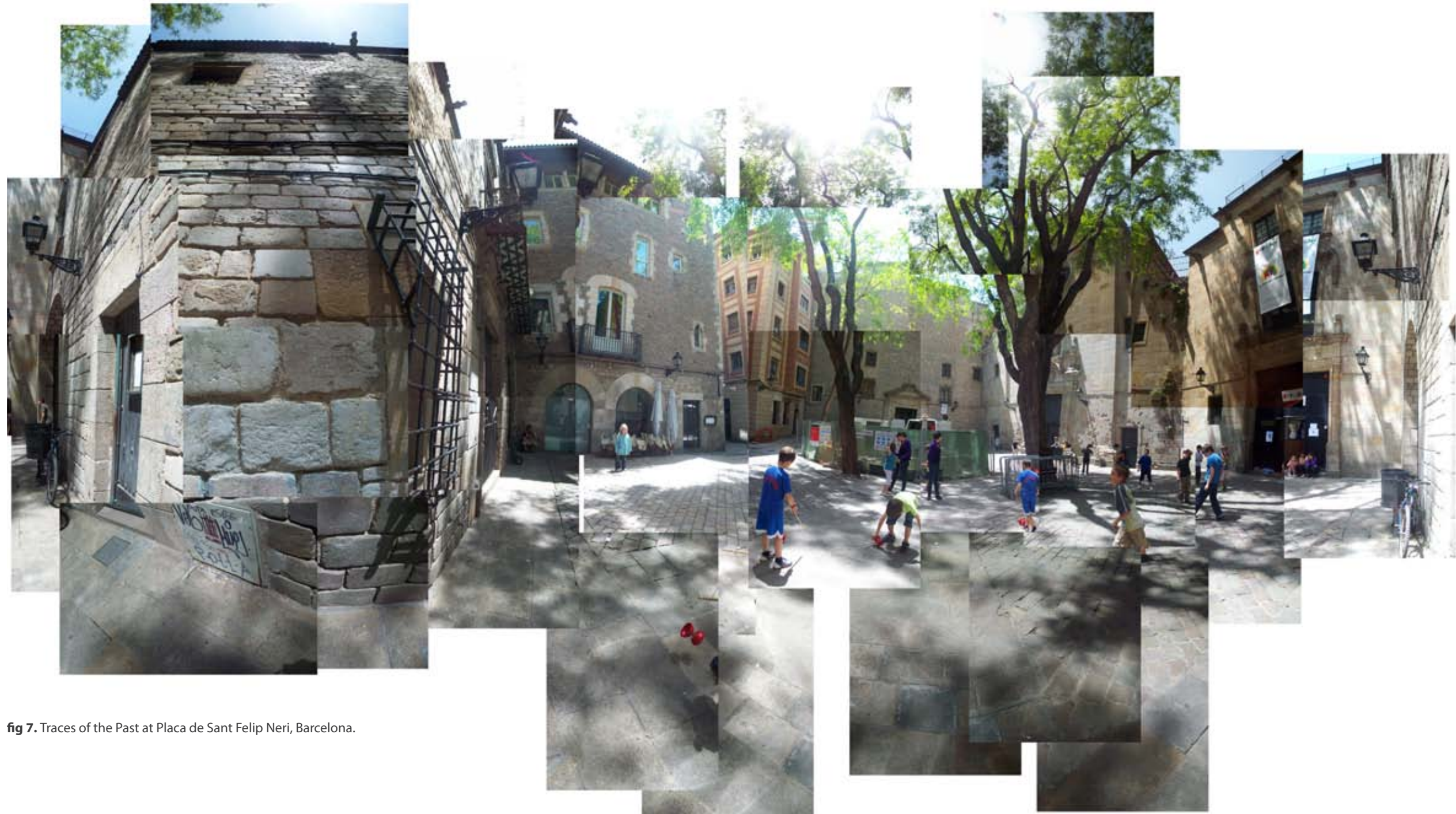


fig 7. Traces of the Past at Placa de Sant Felip Neri, Barcelona.

QUALITIES OF SUCCESSFUL PLACES : EVOLUTION OF PLACE

The places that I found to be most successful all had a sense of having evolved over time. They showed their age, and did so gracefully. This evolution was apparent at the scale of urban morphology, like at the Theater of Pompey in Rome. In that case, the footprint of an ancient theater continues to shape the streets and buildings near the Campo dei Fiori. Evolution was also apparent at the scale of the plaza, as at Placa de Sant Felip Neri in Barcelona (see fig 7). The various buildings surrounding that space date across a span of four centuries. The earliest, a heavy stone church which still bears the markings of the Spanish Civil War, heightens awareness of the most recent, which is a modern, glass-intensive adaptive re-use across the plaza. Evolution of Place was also apparent at the scale of the detail. Many surfaces showed fine patina, and the load-bearing masonry walls had been punctured, filled-in, and re-punctured countless times over the centuries.



fig 8. Chance encounters with the other at Place de la Contrescarpe, Paris.

QUALITIES OF SUCCESSFUL PLACES : CIVILITY

For the purposes of this project, I am defining Civility as social interaction in the form of chance encounters with the Other. In this sense, Civility is distinct from Community interaction, which occurs both by choice and with people similar to oneself. As Richard Sennett describes in *The Fall of Public Man*, this sort of interaction has been all but lost from contemporary society. I believe that this is the result of auto-centricity, as well as the tendency of contemporary zoning regulations to segregate uses and people.

The places I tend to be attracted to all exhibit Civility. They were all predominanty pedestrian spaces, which hosted a wide variety of people and activities.



fig 9. Awareness of and attachment to place at Van Der Helst Plein, Amsterdam.

QUALITIES OF SUCCESSFUL PLACES : TOPOPHILIA

Yi Fu Tuan defines Topophilia as the “bond between people and place.” Over the course of my plaza research, my bond with each Place increased significantly. I believe that this sort of bond can range from an instantaneous, striking impression of a Place to the sort of deep attachment and understanding that comes from decades of ritualistic occupation of Place.

I believe that much of this sort of Place attachment is based on our sensory experiences. The sounds and smells of a place, in addition to our visual perception of Place, all increase our understanding of a particular environment. The places I was attracted to often provided constant sensory stimulation.

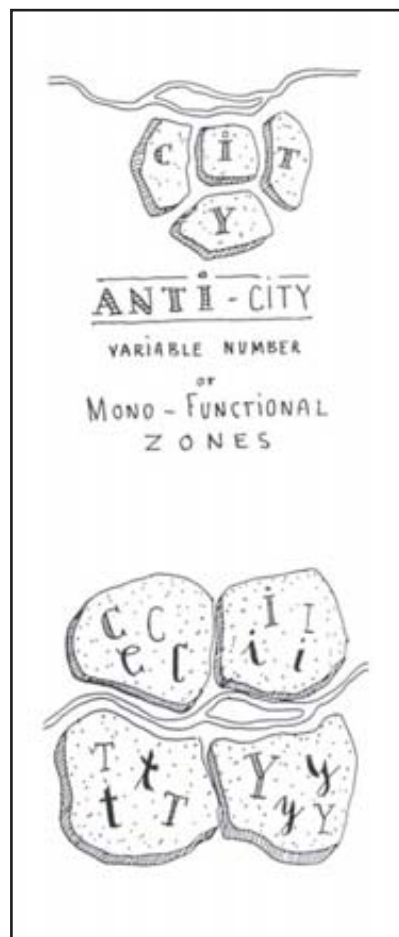
OPPORTUNITY : ATLANTA'S TRANSIT STATIONS

AN OPPORTUNITY FOR APPLICATION : THE OUTLYING SUBURBAN STATIONS ON ATLANTA'S TRANSIT LINES.

Contemporary development patterns in the united states (which have produced suburbia and edge cities) are not conducive to successful placemaking.

Yet the metropolitan region around the city of Atlanta provides an opportunity for the application of Placemaking skills to design. At the regional scale, a number of outlying transit stations in the suburbs can be transformed into what Leon Krier would call Complete Urban Communities (see figs 10, 11).

In particular, the MARTA station in Sandy Springs Georgia (see fig 12) is evidence of current suburban development patterns. This transit station is surrounded on all sides by multi-lane highways and an endless sea of surface parking. Yet areas like these have the potential to become self-sufficient communities, linked by transit to the amenities of the Big City. These outlying stations can act as small towns connected to the urban core by transit (see fig 13).



figs 10, 11. Leon Krier's "Mono-Functional Zones" and "Complete Urban Communities."

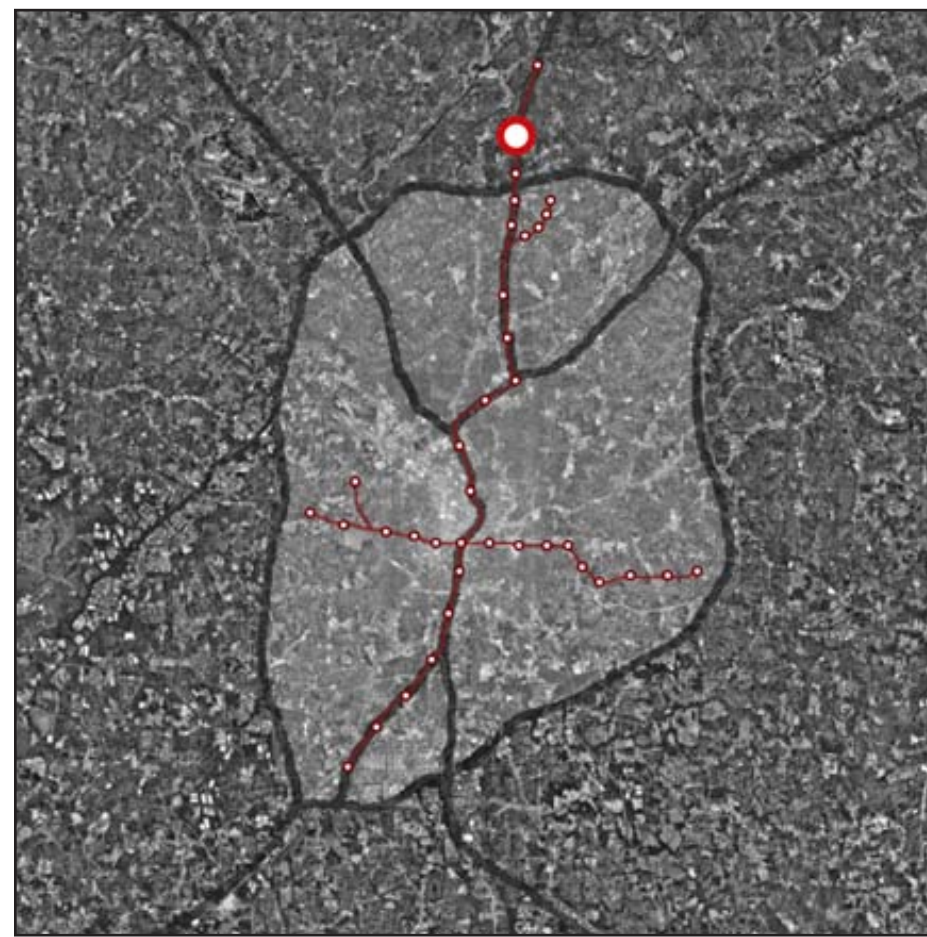
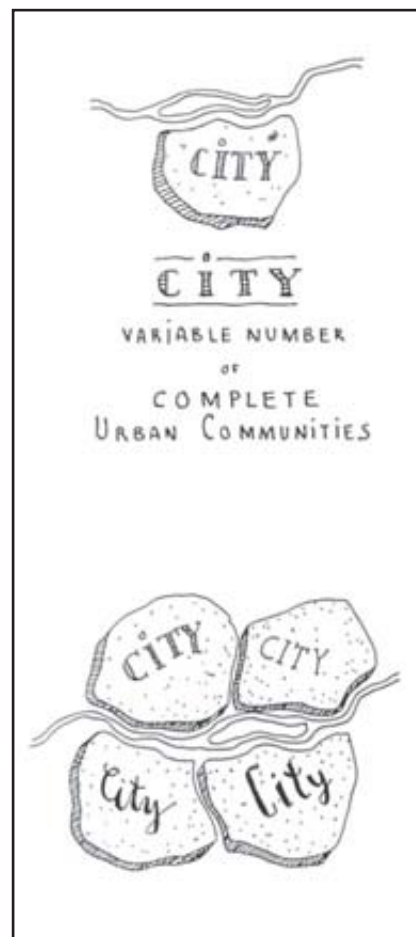


fig 12. Sandy Springs, Georgia : one of Atlanta's outlying transit stations.

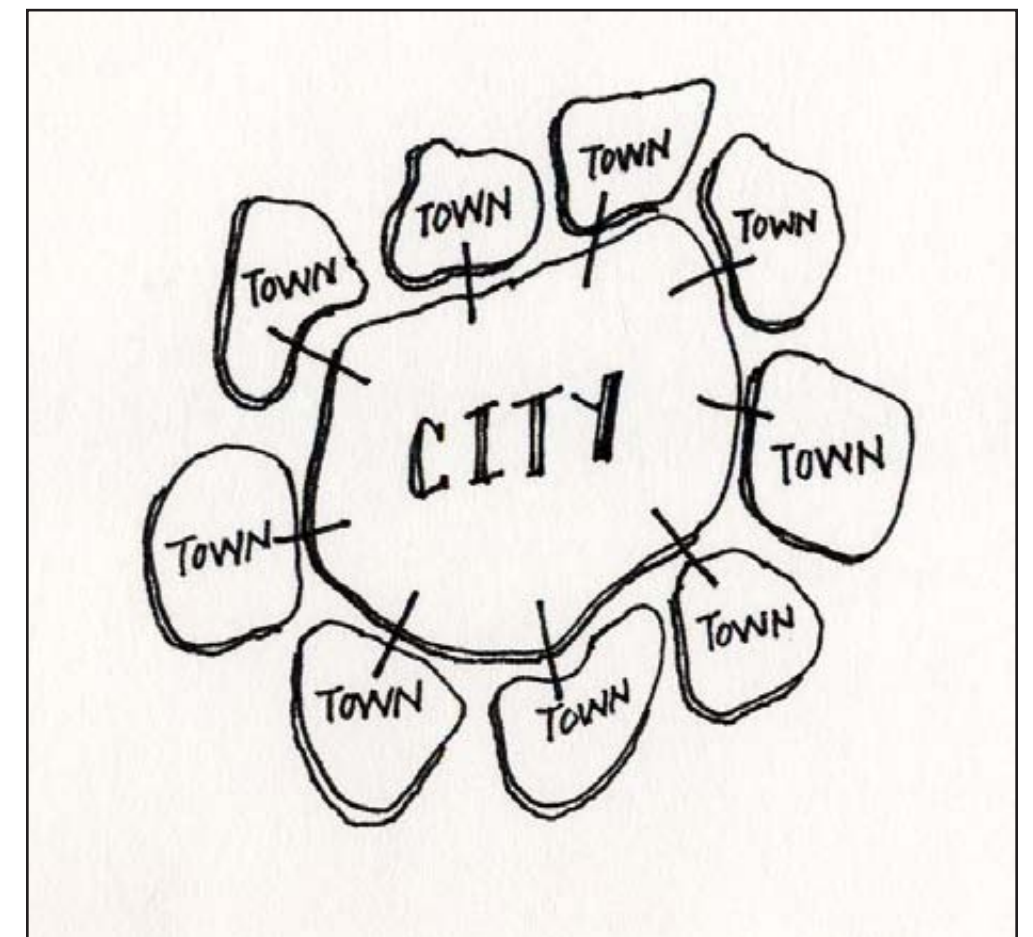


fig 13. Diagram of urban growth for Atlanta, based on Leon Krier's idea of "Complete Urban Communities."



fig 14. Perimeter Pointe Shopping Center in Sandy Springs, GA : a sea of asphalt.

“It hardly needs saying that the visibility of a modern city suffers from the lack of public occasions to which the people are drawn and for which the halls and streets function as a supportive stage.”

(Tuan, Space and Place, p. 173)

PERIMETER POINTE SHOPPING CENTER IN SANDY SPRINGS, GEORGIA : HIGHLY RETROFITTABLE

The Sandy Springs MARTA station sits adjacent to 36 acres of Strip Mall and surface parking (see figs 14). This large parcel has the potential to be redeveloped into a Complete Urban Community, linked by transit to the amenities of the big city.

This parcel in particular is what Brenda Case Scheer would call “campus tissue,” which is highly “retrofitable.” As a large parcel under single ownership, it would be relatively easy to redevelop at a large scale, and its adjacency to transit can support density and pedestrian activity.



fig 15. Photocollage of the conditions around the Sandy Springs MARTA station.

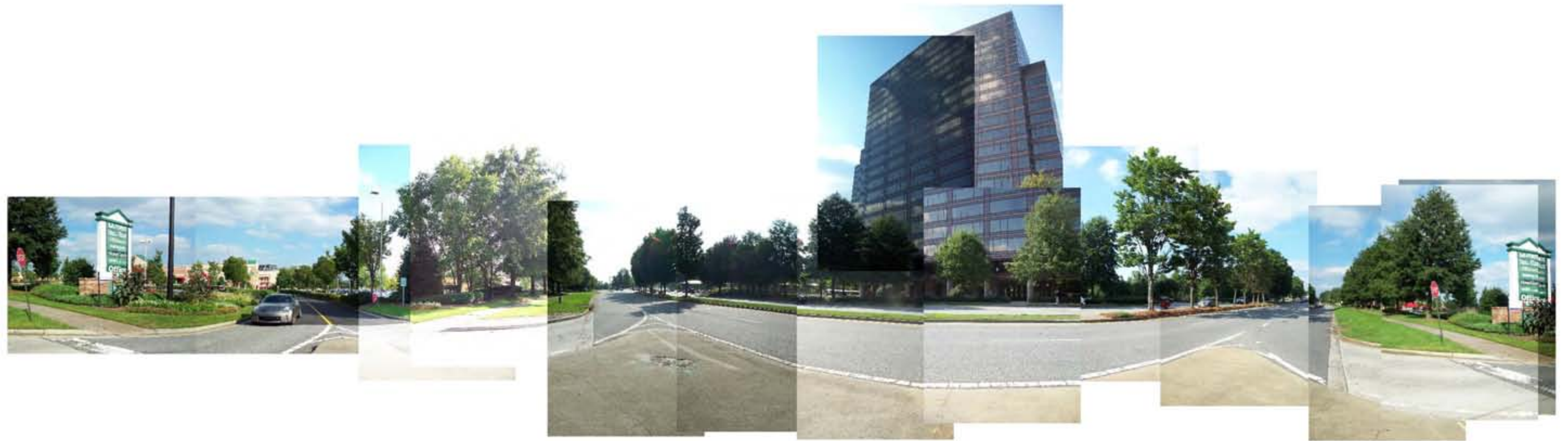


fig 16. Photocollage of the conditions around the Sandy Springs MARTA station.



fig 17. Photocollage of the conditions around the Sandy Springs MARTA station.



fig 18. Photocollage of the conditions around the Sandy Springs MARTA station.

STRATEGY : USE THE MEDIEVAL CITY AS A MODEL

THE MEDIEVAL CITY CAN SERVE AS A MODEL FOR REDEVELOPMENT

It demonstrates Evolution of Place : because it was developed incrementally.
It demonstrates Civility : because it is pedestrian-oriented, and hosts a variety of people and activities.
It demonstrates Topophilia : because it heightens sensory awareness in pedestrian environments.



fig 19. Perimeter Pointe Shopping Center in Sandy Springs, Georgia.

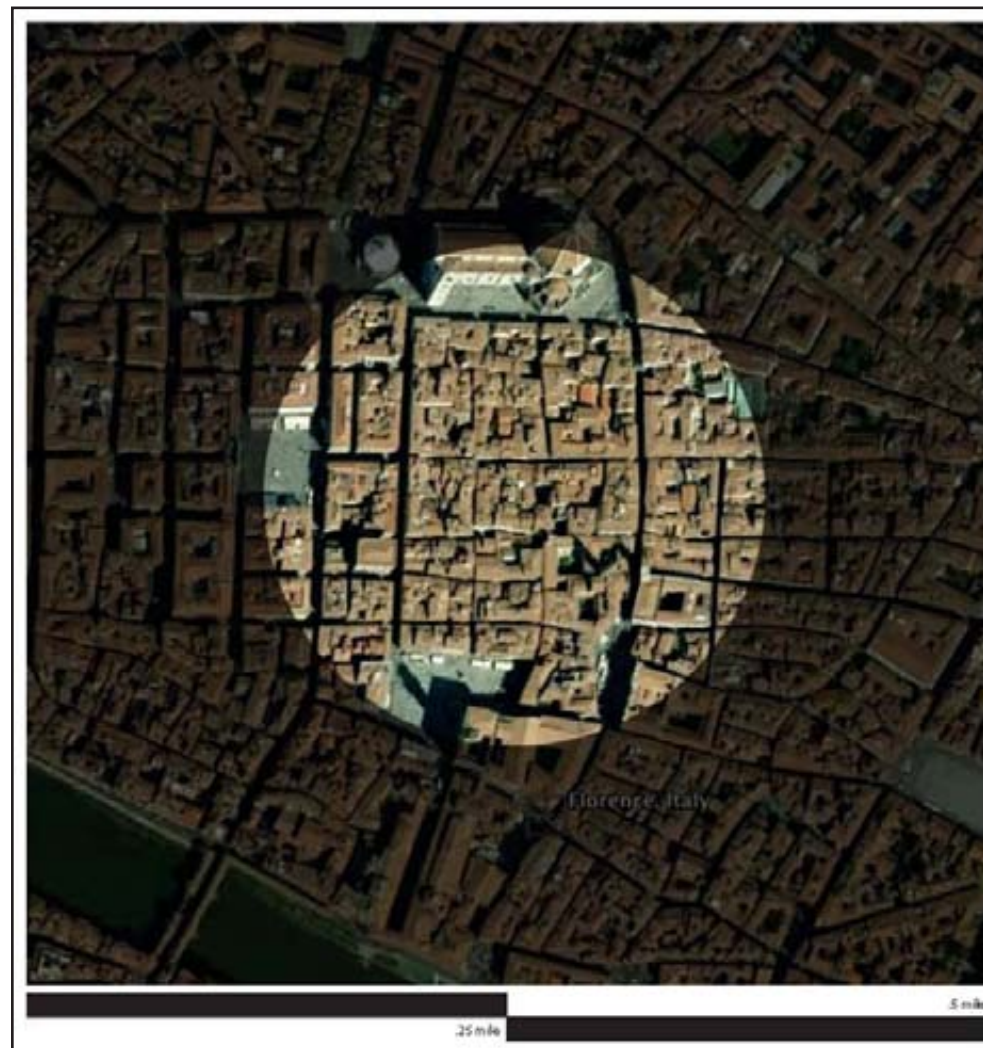


fig 20. Florence, Italy.

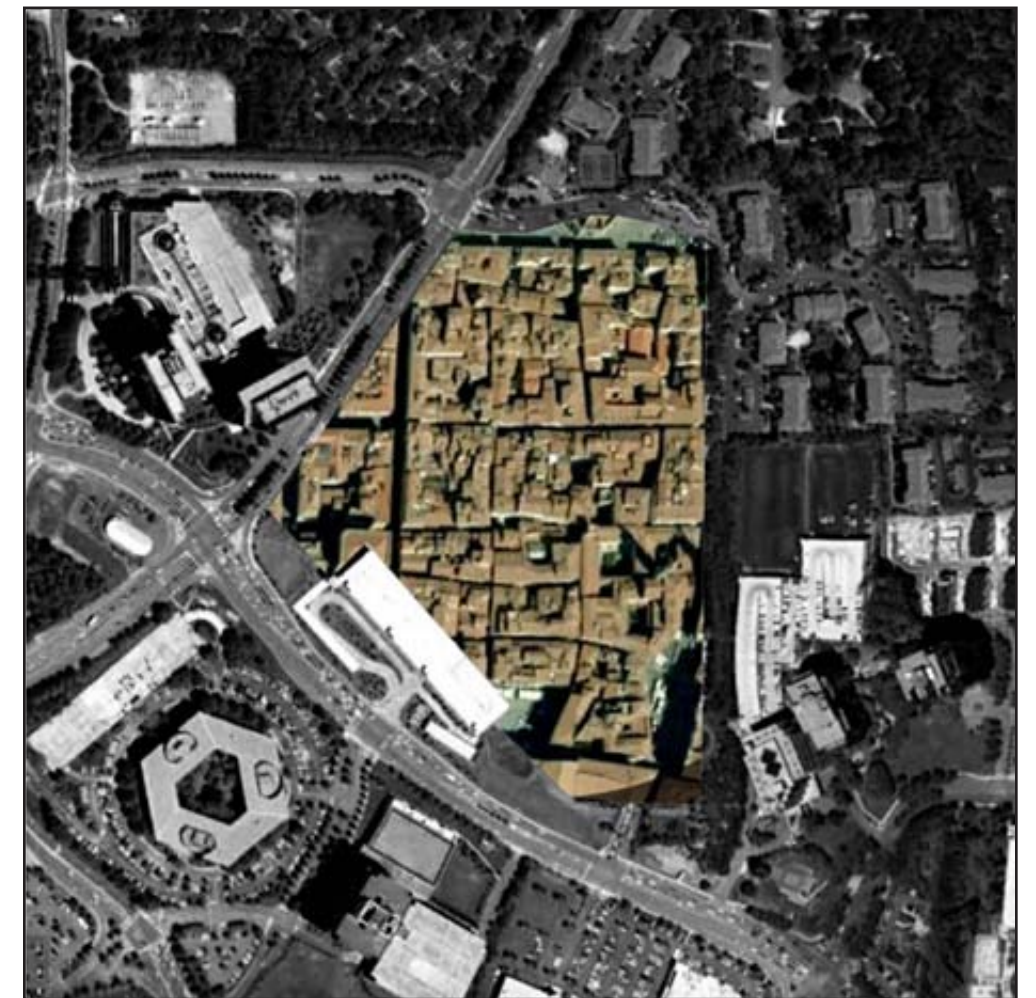


fig 21. Florence Italy juxtaposed against Sandy Springs.



fig 22. Regulating Plan, not to scale.

SO HOW DOES A STRIP MALL ACQUIRE THE QUALITIES OF THE MEDIEVAL CITY?

In order to accomplish this transformation, this project stretches from Urban Design to the Detail, and includes the following :

- 1. Regulating Plan (see fig 22)
- 2. Streetscape Standards
- 3. Plaza | Open Space Design (see fig 23)
- 4. Design Strategies for Buildings

All elements of the design are oriented to the transformation of a parking lot into a successful Place, with emphasis on the three principles of successful placemaking outlined previously. (Evolution of Place, Civility, and Topophilia).



fig 23. Plaza Plan, not to scale.

FOSTERING EVOLUTION OF PLACE

RETAINING TRACES OF THE PAST, BY MEANS OF SMALL-SCALE, INCREMENTAL REDEVELOPMENT.

STRATEGIES FOR FOSTERING INCREMENTALISM : 1. SUBDIVIDE INTO SMALLER PARCELS.

“Small lots will support resilience because they allow many people to attend directly to their needs by designing, building, and maintaining their own environment. By ensuring that property remains in many hands, small lots bring important results : many people make many different decisions, thereby ensuring variety in the resulting environment. And many property owners slow down the rate of change by making large-scale real estate transactions difficult.”

- Ann Vernez Moudon, Built for Change p. 188.

Large strip malls and big box stores with superfluous parking have the opportunity to seel some of their surface lots for redevelopment. There is potential to produce a desirable environment to support the existing retail, where before there was only asphalt.

Currently at Perimeter Pointe Shopping Center in Sandy Springs, the surface lot has a capacity of nearly 2,000 cars, and the adjacent MARTA parking deck has a capacity of 1,105. Yet both are only at 50% capacity (see fig 31).

I propose that the first phase of development (see figs 26a and 26b) would occupy roughly half of the existing surface lot. With roughly 1,000 surface spots still available, parking would be at nearly 100% capacity.

The second phase of development would eliminate the remaining 1,000 surface spots, half of which could be absorbed into the MARTA deck. The remaining 500 needed spots would be satisfied by a combination of new on-street parking and privately-owned decks on the newly subdivided parcels.

By subdividing into smaller parcels (see fig 24) and selling off the existing surface parking for redevelopment, the current owner not only profits from land sales, but also from increased revenue in the existing retail as the activity surrounding those buildings increases.

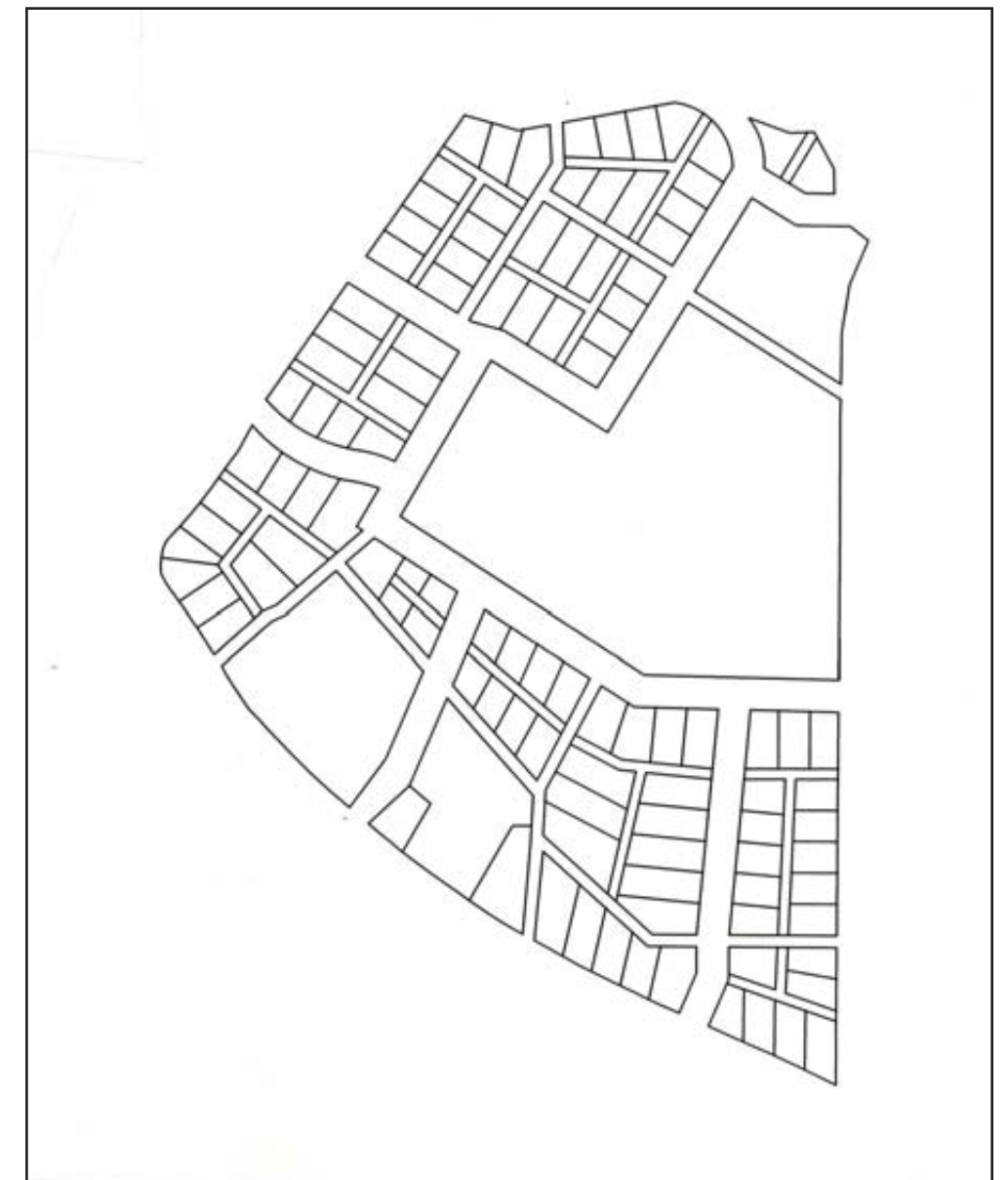


fig 24. New Parcels : two parcels become one hundred and eleven, not to scale.



fig 25a. Site Plan : Existing Conditions, not to scale.



fig 26a. Site Plan : Phase One, not to scale.



fig 27a. Site Plan : Phase Two, not to scale.

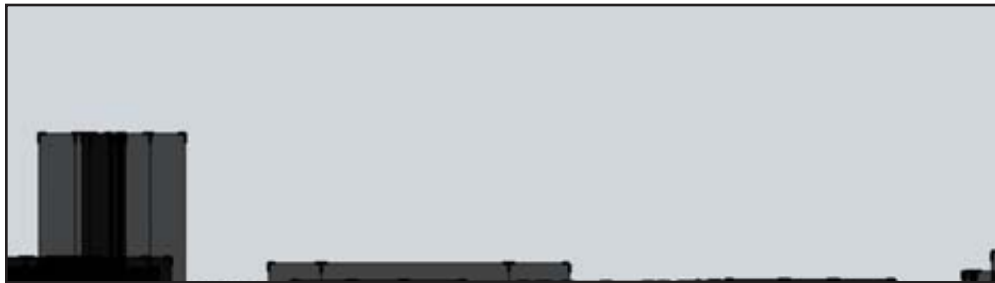


fig 25b. Transverse Section : Existing Conditions, not to scale.

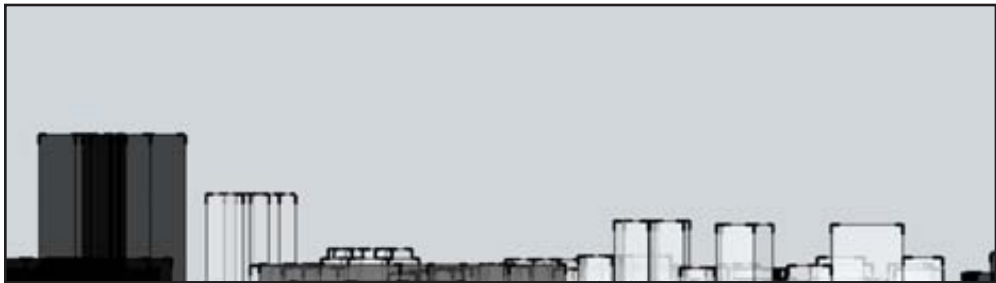
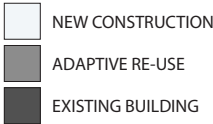


fig 26b. Transverse Section : Phase One, not to scale.



fig 27b. Transverse Section : Phase Two, not to scale.



REDUCED PARCEL SIZE WILL LEAD TO SMALL-SCALE, INCREMENTAL REDEVELOPMENT.

I anticipate that within this legal framework of small-scale land ownership, a varied and incrementally-developed city scape will evolve, much like that of the Medieval City.

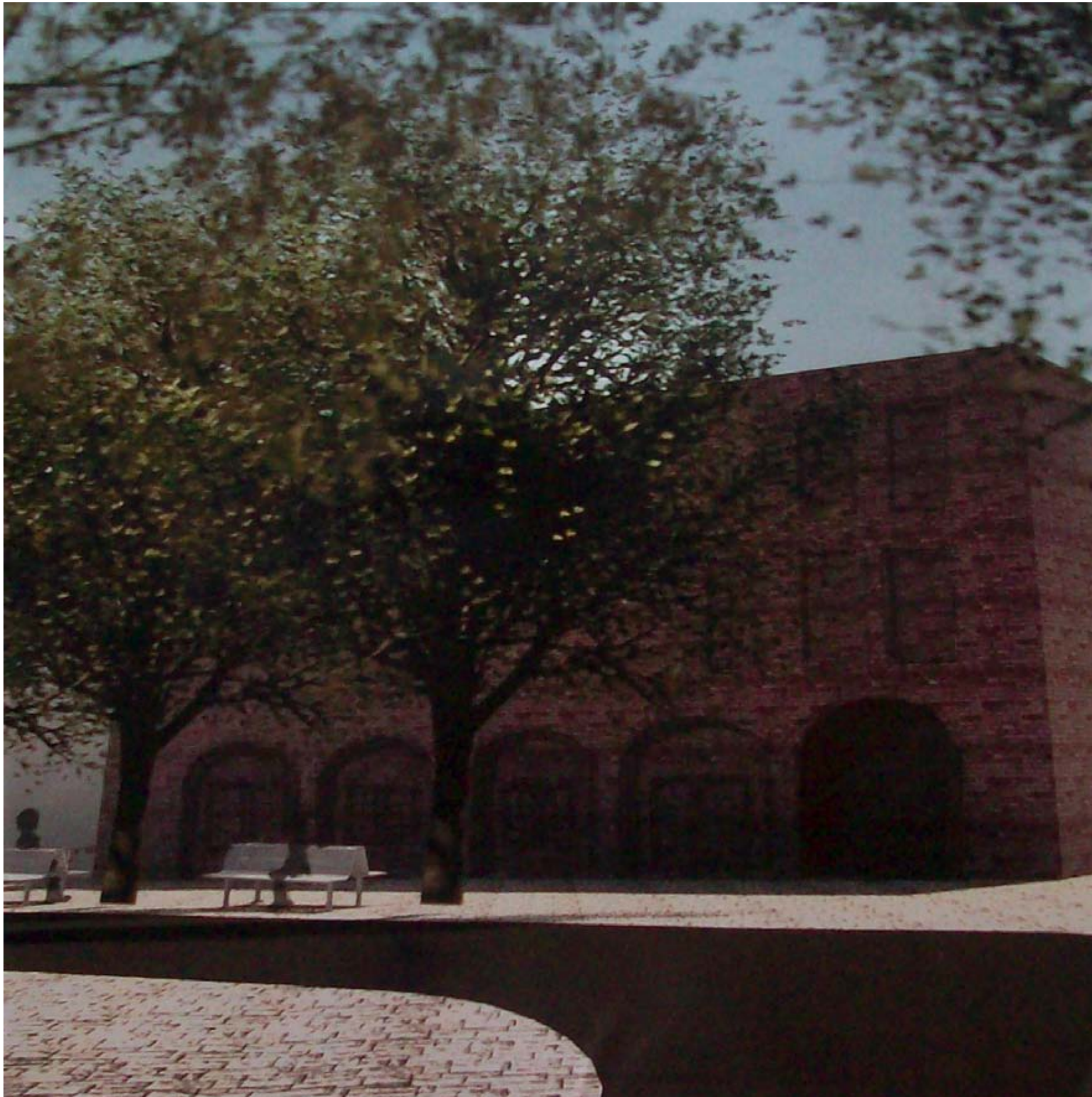


fig 28. Exterior, Load-Bearing Walls.

STRATEGIES FOR FOSTERING INCREMENTALISM : 2. ANTICIPATE FUTURE RE-USE OF BUILDINGS

At the scale of the building, adaptive re-use should be a dominant strategy.

This applies both to the re-use of existing buildings, as well as to the design of new construction.

In *On Weathering*, David Leatherbarrow compares modern construction techniques with traditional ones. Whereas a modern curtain wall system is separate from a building's structure and can therefore be easily removed, traditional construction techniques merge skin and structure into one system.

An exterior load-bearing wall is likely to change more slowly over time than a curtain wall system, and more likely to show its age and adaptations.

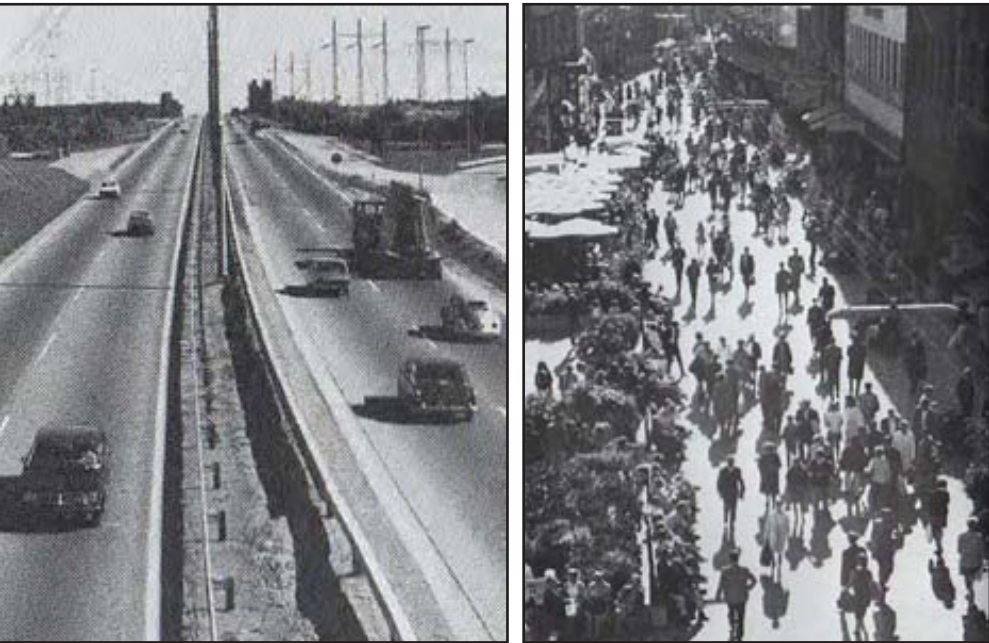
I have utilized exterior load-bearing walls in the new construction on the southern side of the Plaza (see fig 28), in anticipation of future re-use and in order to encourage a patina on the surfaces framing public space. This building in particular, with a pizzeria at the ground floor and a single-family residence above, is constructed with exterior load-bearing brick walls.

FOSTERING CIVILITY

CHANCE ENCOUNTERS WITH THE OTHER, BY MEANS OF PEDESTRIAN ACTIVITY.

STRATEGIES FOR FOSTERING DIVERSE PEDESTRIAN ACTIVITY: 1. COMMUNITY PROGRAMMING

A small-town program (Leon Krier’s idea of Complete Urban Community), all within a walkable quarter mile of transit. I have developed a proposal for the programming of the urban plan as a whole (see fig. 31). I used the target numbers from the Livable Centers Initiative market analysis, and determined that this site is capable of 3.5 times what the LCI study proposes. I believe that at an average height of 3.5 stories, the first phase of development will roughly meet the LCI targets, and the resulting economic growth in the area will support the second phase of development.



figs 29,30. Jan Gehl’s comparison of Auto-centric and Pedestrian-centric spaces.

“Slow traffic means lively cities.”

- Jan Gehl, *Life Between Buildings*.

PROGRAM PROPOSAL

	EXISTING total s.f.	LCI TARGETS per acre	LCI TOTALS 36 acre site		MY PROPOSAL 1(-ish) acre comprising the plaza and its surroundings	MY PROPOSAL 36 acre site
					30,539 sf buildable per one acre (single story), (61,078 - 152,695 sf @ 2-5 stories) (3.5 stories average)	1,099,392 sf buildable area (single story) (2,198,784 - 5,496,960 sf @ 2-5 stories) (3.5 stories average).
RETAIL	245,000 s.f. total	9766 s.f. per acre	351,576 sf total	x 3.5 =	34,181 sf per acre	1,230,516 s.f. total
RESIDENTIAL	0 s.f.	15.73 units (18,876 s.f. ave. based on 1200sf as an average unit)	679,563 sf total	x 3.5 =	66,066 sf per acre	2,378,471 s.f. total
OFFICES	0 s.f.	5,000 sf	180,000 sf total	x 3.5 =	17,500 sf per acre	630,000 s.f. total
PARKING	1,984 surface spots, 1,105 spots in MARTA deck, both @ 50% capacity				street parking only.	PHASE I : build on 50% of surface spots - (with access to the extra MARTA spots, still not to capacity). PHASE II : private decks on new parcels to cover remaining 50% of surface spots.
*** 33,642 total sf of program per acre					*** at 30,539 sf buildable area per story per acre, my average of 3.5 stories is capable of roughly 3.5 times the LCI target square footages	

fig 31. Program Proposal for the Urban Scheme

STRATEGIES FOR FOSTERING DIVERSE PEDESTRIAN ACTIVITY : 2. PLAZA PROGRAMMING

I have programmed the buildings surrounding the plaza according to proven “plaza-activators” from my research (see fig 33). The evidence from my European derives suggests that Residential, Restaurants, Bars, Retail, and Grocery are all consistent plaza-activators.

The buildings surrounding this plaza have been programmed according to the results of this research (see figs 34 - 38), and in order to facilitate the sorts of narratives that have been observed in other successful public spaces (see fig 39).

PLAZA PROGRAM ANALYSIS

Felip	Hackescher	Zions	Burge	Oude	Gerard	Eerste	Planten	Friedrich	Van Der	Contr.	Quai	Jacques	TOTALS
1	1	1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4	4	4
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34	34	34	34	34	34	34	34	34	34	34	34	34	34
35	35	35	35	35									

[illegible]

KEY :

	HIGHLY ACTIVE
	ACTIVE
	SOMEWHAT ACTIVE
	NOT ACTIVE


 significant contribution to **NIGHTTIME** activity in plaza.
 significant contribution to **DAYTIME** activity in plaza.

fig 33. Program Proposal for the Plaza Area



fig 34. Plaza Program Proposal, facing southwest.

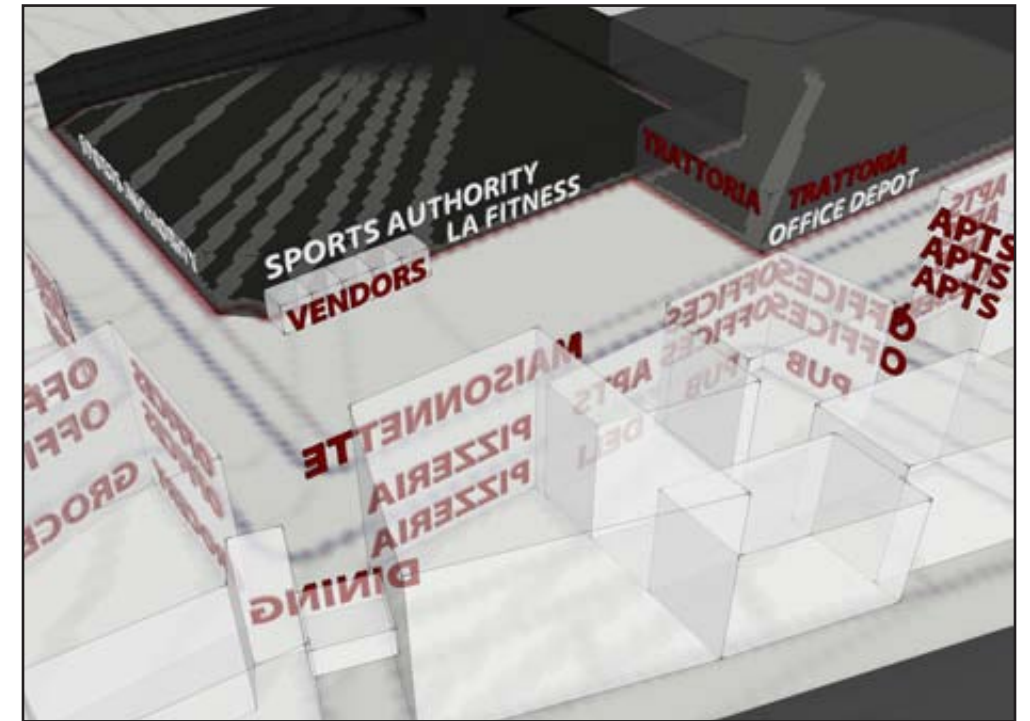


fig 35. Plaza Program Proposal, facing northeast.



fig 36. Plaza Program Proposal, as seen from eye level.



fig 37. Plaza Program Proposal, as seen from eye level.



fig 38. Plaza Program Proposal, as seen from eye level.

PAST OBSERVED NARRATIVES | PART I : EVIDENCE FROM EUROPEAN DERIVES

CHARACTERS

PLACA DE SANT FELIP NERI BARCELONA - school children wearing smocks + teachers + **residents** + **a cat** + fountain repair workers + hotel visitors + **restaurant-goers** + tourists - - - HACKESCHER MARKT BERLIN - tourists + restaurant-goers + shoppers + children + adults + **a general mix of people** + **street musicians** + **a homeless man** + two hookers - - - ZIONSKIRCHPLATZ BERLIN - church-goers + market-goers + cafe-goers + residents + **a small group of 20 - somethings** - - - GERARD DOUPLEIN AMSTERDAM - cafe-goers + residents + **passers-by** + egrets - - - VAN DER HELST PLEIN AMSTERDAM - cafe-goers + passers-by + **commuters** + school children - - - PLACE DE LA CONTRESCARPE PARIS - cafe-goers + residents + other people just hanging out + mostly younger, 20 and 30-somethings + tourists + 2 homeless men - - - QUAI DE VALMY PARIS - visitors to the canal + passers-by - - - PLACE JACQUES FROMENT - residents + cafe-goers + **supermaket patrons** + pharmacy patrons

SCENE

PLACA DE SANT FELIP NERI BARCELONA - church + grade school + neri h&r hotel & restaurant + museo de calcat + soap shop + **apartments** + located in gothic quarter + isolated + difficult to find + enclosed - - - HACKESCHER MARKT BERLIN - **pub** + **chinese restaurant** + **ice cream shop** + **trattoria** + retail shops + **offices** + **book store** + train station + **other restaurants and bars tucked into the arches beneath the train tracks** - - - ZIONSKIRCHPLATZ BERLIN - zion-skirch + temporary market stalls every thursday + 9 cafes + apartments - - - GERARD DOUPLEIN AMSTERDAM - 5 cafes + **wine bar** + art supply store + laundromat + ice cream + retail shop + apartments - - - VAN DER HELST PLEIN AMSTERDAM - 5 cafes + **2 pizzerias** + one coffee shop + **laundromat** + guitar shop + residences - - - PLACE DE LA CONTRESCARPE PARIS - 13 cafes + 1 haagen daas + 1 gelateria + **supermarket** + charchuterie + **patisserie** + residences - - - QUAI DE VALMY PARIS - grocery + **cafe** + professional school + park+ canal - - - PLACE JACQUES FROMENT - two cafes + automobile school + patisserie + small supermarket + hospital + pharmacy + residences

PROPS

PLACA DE SANT FELIP NERI BARCELONA - central fountain + fence surrounding fountain during repair work + shade from trees + loud children + loud stone chiseling + two balconies + damage on church facade from shots fired during civil war + large glass windows of hotel restaurant + **wall-mounted lamps** + **several candles mounted to church wall** + **plants growing out of cracks in church walls** + wooden platform stage + toys + stone paving + metal grates on museum windows [perhaps to protect from stray soccer balls?] + **wooden doors and frames set into stone facades** - - - HACKESCHER MARKT BERLIN - **temporary market stalls every thursday** + reclaimed metro seats + stone paving with benches surrounding planted areas + linear walkway adjacent to triangular restaurant seating + **lots of restaurant tables and umbrellas** + **mostly white noise but with an occasional outburst** - - - ZIONSKIRCHPLATZ BERLIN - wooded + shady + cool + quiet on the interior pedestrian path around the church + noisier on the exterior circle of streets with the cafes + **isolated pockets of space** amongst the trees + park benches line the inner walkway + organ music and singing from inside the church + **creaking wooden benches** + stone walls + street lamps - - - GERARD DOUPLEIN AMSTERDAM - adjacent to albert cuyp markt + triangular + **three sculptures + a clock + bicycle parking** + **outdoor cafe seating with large umbrellas** + **circular bench wrapped around a tree** + brick paving + **half open to the sun, half shaded by scattered trees** - - - VAN DER HELST PLEIN AMSTERDAM - shady + cool + breezy + quiet + separated from car traffic by two rows of trees + park benches + small round lights embedded in paving + **strand of flashing lights** in guitar shop window + music and voices from cafes and coffee shop, but muted + can hear wind in trees + **raucous laughter** from inside a bar - - - PLACE DE LA CONTRESCARPE PARIS - **octagonal fountain contained by two fences and a string of box hedges** + four trees + shady + noisy from all the outdoor cafe seating + **sunny + warm** + bustling + **dishes clinking** + blasting music from car driving by + **clicking bike lock + taxi honk** - - - QUAI DE VALMY PARIS - stretch of wide sidewalk along the canal + **footbridge** + tree-lined + busy + noisy with celebratory weekend crowd + white noise from street traffic + **bicycle bell dings + rustling of packaged picnic food** + crowded with people - - - PLACE JACQUES FROMENT - surrounded on all sides by typical 6.5-story french apartment buildings + pale stone walls + grey shingled roofs + **juliet balconies** + roof terraces + stone paving + bicycle and scooter parking + bus stop shelter + street lamps + **three trees, all in a row + fruit stand outside grocery** + outdoor cafe seating beneath awnings + loud from all the traffic + acoustics amplify all sounds + **can hear plaza sounds when inside + can hear apartment sounds when outside** + **birds chirping + water drips from plants on balconies down onto sidewalk** + windows covered by metal shades in the daytime + **wispy cloth curtains blowing in the breeze**

SCRIPT

PLACA DE SANT FELIP NERI BARCELONA - **soccer and other games + ballet** + shouting and other general scolding + cigarette breaks + repair work, but only between the hours of 10-11am and 2-4pm + spewing of chiseled stone dust into the childrens' soccer game + **consultation of maps + fine dining** - - - HACKESCHER MARKT BERLIN - dining + drinking + ice cream eating + waiting for friends + shopping + singing + dancing + musical performances + drunken revelry + shouting + begging for money + soliciting of customers + waiting for the street light to change + hustling across the street + dancing with the pigeons - - - ZIONSKIRCHPLATZ BERLIN - worship + singing + practicing on the organ + reading on park benches + **walking dogs** + parallel parking on the street + romantic, **candle-lit picnic on a park bench** + relaxing with friends on a park bench + dining + drinking + **drunken revelry** + throwing a glass bottle into the street and shouting - - - GERARD DOUPLEIN AMSTERDAM - eating + drinking + chatting with friends + **sitting in a windowsill looking out into the plaza** + scrounging for scraps from daily market nearby - - - VAN DER HELST PLEIN AMSTERDAM - cafe lounging + sitting on park bench, observing the scene + dog walking + traveling through plaza to some other destination + man spitting on sidewalk - - - PLACE DE LA CONTRESCARPE PARIS - dog walking + visiting restaurants + lifting dog over fence to sniff in bushes + sniffing endlessly, yet somehow not noticing the mice crawling around in the bushes + relaxing with friends + **patting pockets, looking for a light + bumming a light for a cigarette + lighting cigarette** + dog sitting patiently at the fence, waiting to be lifted out of the bushes + cracking open a beer + **leaning on the fence + climbing over the fence** + lots of people climbing over the fence + **sitting around the fountain** + waiting for friends + **eating a sandwich + eating ice cream** + cigarette **break in the supermarket doorway + getting into a cab** + running past, laughing + **shouting in a sing-song voice while riding past on a bicycle** + taking photographs of a friend who has passed out on the sidewalk - - - QUAI DE VALMY PARIS - picnicking + chatting with friends + passing through + sitting in the cafe + grocery shopping + sharing cork screws + jumping off the bridge + **celebrating a birthday** + cheering + jumping in the canal + swimming all the way across and back + more cheering + standing on the bridge, hesitant to jump off + chanting + still standing on the bridge, hesitant to jump off + more chanting + stepping back from the edge + smoking cigarettes + listening to a radio + dancing to the radio + **singing along with the radio + jogging** - - - PLACE JACQUES FROMENT - **walking to school + walking to work** + grocery shopping + **stopping in the patisserie for the daily baguette + walking home from work with said baguette + sitting in a cafe + passing through** + partying in a seventh floor apartment inside the mansard roof + waiting at a stoplight + shouting over the sound of a scooter's motor + waiting for the bus + unlocking a door + **trimming plants + dropping flower trimmings down onto the sidewalk + walking by late at night, singing very soulfully + standing up from a cafe table to dance in the sidewalk + children running in circles while parents dine at cafe tables**

STRATEGIES FOR FOSTERING DIVERSE PEDESTRIAN ACTIVITY :
3. REDUCE BLOCK SIZE

Small blocks are conducive to pedestrian activity. As seen in fig 40, the single super-block that existed on site before has been divided into sixteen more reasonably walkable blocks.

“Most blocks must be short; that is, streets and opportunities to turn corners must be frequent.”

- Jane Jacobs, Death and Life of Great American Cities

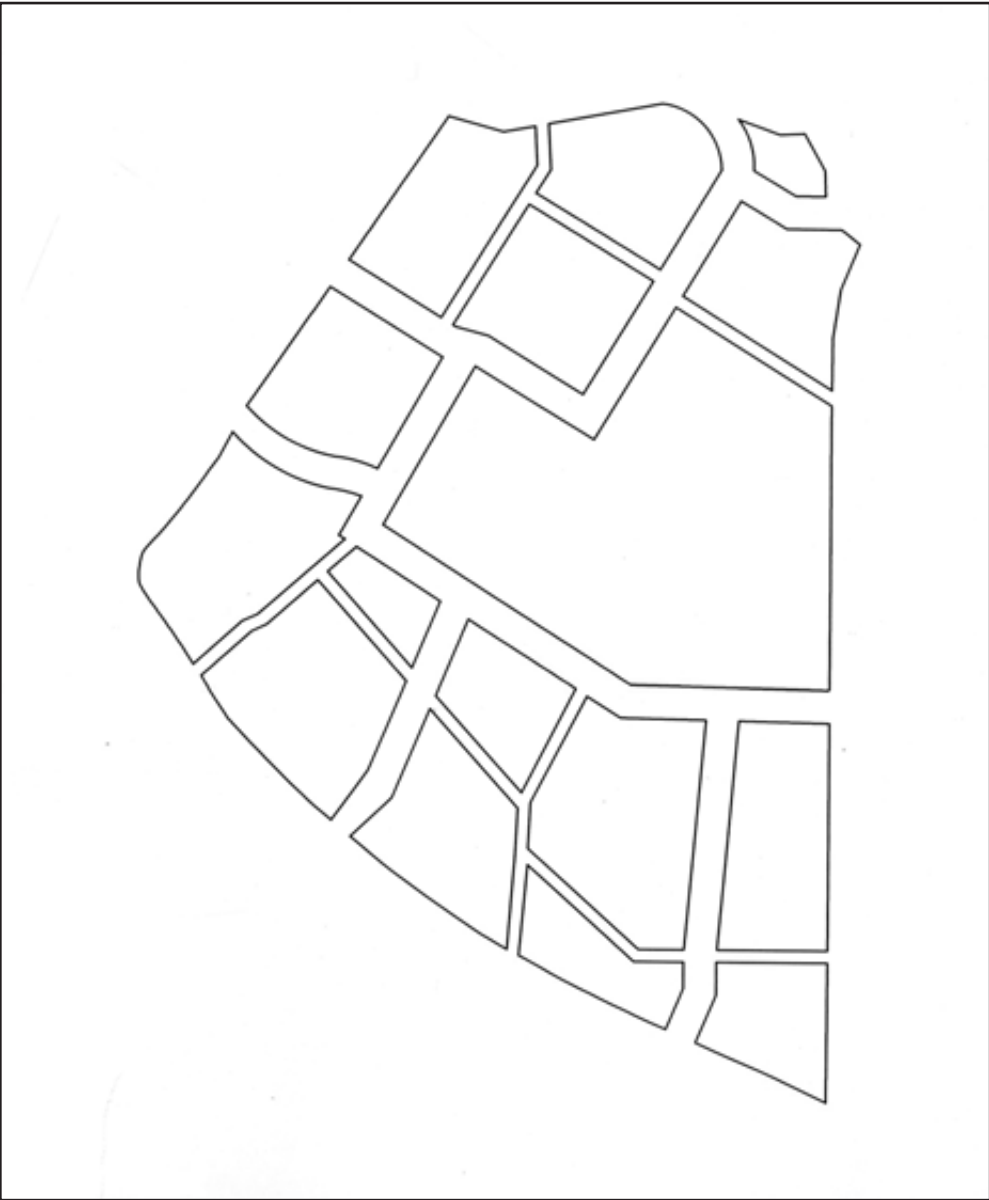


fig 40. One super block is divided into sixteen small, walkable blocks.

STRATEGIES FOR FOSTERING DIVERSE PEDESTRIAN ACTIVITY :
4. UTILIZE SHARED SPACE

Shared space streets do not designate separate spaces for cars, bicycles, and people. This street type is pedestrian-friendly, because automobiles that enter the space are forced to use caution when navigating. This street type exists in the Medieval quarters of many cities, due to narrow street widths. While the Primary Streets are car-friendly, the Secondary Streets and Alleys in this urban scheme are designated as shared space.

SHARED SPACE :

“a place where all transport modes are welcome - but the pedestrian is king”

- quoted from www.gehlarchitects.com



fig 42. New Road in Brighton : shared space designed by Gehl Architects.



fig 41. New Road in Brighton : shared space designed by Gehl Architects.

**STRATEGIES FOR FOSTERING
DIVERSE PEDESTRIAN ACTIVITY :
5. DETAILS : OPERABLE BOLLARDS**

Operable bollards allow the plaza space to become pedestrian-only.



fig 42. Operable bollards.

**STRATEGIES FOR FOSTERING
DIVERSE PEDESTRIAN ACTIVITY :
6. DETAILS : SETBACKS**

A 0-10' front setback allows businesses to occupy the sidewalk space.



fig 43. Sidewalk activity.



fig 44. Active pedestrian realm.

FOSTERING TOPOPHILIA

AWARENESS OF AND ATTACHMENT TO PLACE, BY MEANS OF HEIGHTENED SENSORY AWARENESS IN PEDESTRIAN ENVIRONMENTS.



1. RESPONSIVENESS TO SUN + WIND

A cluster of Oak trees in the plaza heighten sensory awareness by responding to the sun + wind.



2. RESPONSIVENESS TO RAIN

Rain Pavilion in the plaza responds to the weather. Heightens auditory and visual senses. The fountain at the center runs constantly, but the experience changes when it begins to rain. The line of chains running down from the opening in the roof direct runoff into the fountain.



3. KINETIC BUILDING SKIN

A new skin on one of the existing buildings heightens sensory awareness with its hyper-sensitivity to the wind. Inspired by kinetic artists like the sculptor Tim Prentice, this skin moves with even the slightest breeze.